

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 5, 7, 8 and 10-13 in accordance with the following:

1. (PREVIOUSLY PRESENTED) A service system, comprising:
  - a storage device storing a plurality of pieces of freely settable area information within a service coverage area and a plurality of selectable service programs for respective different services, each piece of area information corresponding to each selectable service program;
  - a communication device receiving position information of a mobile station and service selection information;
  - a selection device retrieving from the storage device a selectable service program based on the service selection information and retrieving area information corresponding to the retrieved selectable service program;
  - an area decision device making a decision of whether a position represented by the position information of the mobile station is included in an area corresponding to the retrieved selectable service program; and
  - an execution device executing the retrieved selectable service program to provide a service to the mobile station when the position is included in the area.
2. (ORIGINAL) The service system according to claim 1, wherein, when the position is not included in the area, the execution device notifies the mobile station that the mobile station is outside a service area.
3. (PREVIOUSLY PRESENTED) The service system according to claim 1, further comprising:
  - a user decision device, and wherein the storage device stores a plurality of pieces of user information each of which corresponds to a selectable service program, the communication device receives user identification information, the selection device retrieves user information corresponding to the selectable service program, the user decision device makes a decision of

whether a user represented by the identification information corresponds to the retrieved user information, and the execution device executes the retrieved selectable service program when the user corresponds to the retrieved user information.

4. (ORIGINAL) The service system according to claim 1, wherein the communication device receives one of position information sent from the mobile station and position information of a base station which have established communication with the mobile station, as the position information of the mobile station.

5. (CURRENTLY AMENDED) A service system, comprising:  
a storage device storing freely settable area information corresponding to an area within a service coverage area and selectable service programs, the area information being set to correspond to any one of the selectable service programs;  
a communication device receiving position information of a mobile station and service selection information;  
a decision device determining whether a position represented by the position information of the mobile station is included in the area corresponding to any one of the selectable service programs, by using the position information of the mobile station and the service selection information; and  
an execution device executing said any one of the selectable service programs corresponding to the area information to provide a service to the mobile station within the service coverage area when the position is included in the area.

6. (PREVIOUSLY PRESENTED) A mobile station, comprising:  
a communication device transmitting service selection information to a service system which stores a plurality of pieces of freely settable area information within a service coverage area and a plurality of selectable service programs for respective different services, each piece of area information corresponding to each selectable service program; and  
a device receiving a service from the service system when the service system receives service selection information and position information of the mobile station, retrieves a selectable service program based on the service selection information and area information corresponding to the selectable service program, makes a decision of whether a position represented by the position information of the mobile station is included in an area represented by the retrieved area

information, and executes the retrieved selectable service program based on a result indicating that the position is included in the area.

7. (CURRENTLY AMENDED) A computer-readable recording medium recorded with a program for enabling a computer to perform operations, comprising:

retrieving a specified selectable service program and area information corresponding to an area and to the specified selectable service program from a storage device storing freely settable area information within a service coverage area and a plurality of selectable service programs for respective different services, the area information being settable to correspond to any one of the selectable service programs;

deciding whether a position of a mobile station and service selection information is included in the area represented by the retrieved area information corresponding to the specified selectable service program using information of the position of the mobile station and the service selection information; and

executing the retrieved selectable service program to provide a service to the mobile station within the service coverage area when the position is included in the area.

8. (CURRENTLY AMENDED) A service method, comprising:

storing a plurality of pieces of freely settable area information corresponding to an area within a service coverage area and a plurality of selectable services for respective different services, each piece of area information being set to correspond to at least one of the selectable services;

deciding whether a position of a mobile station and service selection information is included in the area corresponding to a selectable service selected by the mobile station using information of the position of the mobile station and the service selection information; and

providing the selected service to the mobile station within the service coverage area when the position is included in the area.

9. (PREVIOUSLY PRESENTED) A service system, comprising:

storage means for storing a plurality of pieces of freely settable area information within a service coverage area and a plurality of selectable service programs for respective different services, each piece of area information corresponding to each selectable service program;

communication means for receiving position information of a mobile station and service

selection information;

selection means for retrieving from the storage device a selectable service program based on the service selection information and area information corresponding to the selectable service program;

area decision means for making a decision of whether a position represented by the position information of the mobile station is included in an area corresponding to the retrieved area information; and

execution means for executing the retrieved selectable service program to provide a service to the mobile station when the position is included in the area.

10. (CURRENTLY AMENDED) A computer-readable medium having a program stored therein to cause a computer to perform operations, comprising:

receiving a service request for a specified service program;

retrieving the specified service program and area information corresponding to an area and to the specified service program from a storage device storing a plurality of pieces of freely settable area information within a service coverage area and a plurality of selectable service programs for respective different services, each piece of area information correspondingly set to at least one of the service selectable service programs;

deciding whether a position of a mobile station and service selection information is included in the area corresponding to the retrieved area information of the specified service program using information of the position of the mobile station and the service selection information; and

executing the retrieved specified service program to provide a service to the mobile station when the position is included in the area.

11. (CURRENTLY AMENDED) A service system, comprising:

a storage device storing area information for at least three areas within a service coverage area and at least three selectable service programs corresponding to the areas, the selectable service programs providing different services;

a communication device receiving position information of a mobile station and service selection information;

a decision device determining whether a position represented by the position information of the mobile station is included in an area represented by the area information using the

position information of the mobile station and the service selection information; and

an execution device executing a selected one of the at least three selectable service programs corresponding to the area information to provide a service to the mobile station when the position is included in the area.

12. (CURRENTLY AMENDED) A service method to provide a mobile station with a selected service program among selectable service programs offered, comprising:

linking area information within a service coverage area to any one of the selectable service programs;

receiving position and service selection information of the mobile station; and

providing the selected service program to the mobile station upon determining that the received position information of the mobile station corresponds to the linked area information of the selected service program using the position information of the mobile station and the service selection information.

13. (CURRENTLY AMENDED) A method of providing selectable service programs to a mobile station, comprising:

detecting position information of the mobile station and service selection information responsive to a service program request indicating any one of the selectable service programs; and

providing ~~any one of a~~ service program among the selectable service programs to the detected position information of the mobile station using the position information of the mobile station and the service selection information.